

Leading credit card provider drives strong increase in consideration among non customers

Challenge

Increase awareness and consideration for a leading credit card company with an emphasis on non customer consideration of the advertised brand's new credit card

Captivate Solution

The credit card provider partnered with Captivate for a twelve-week campaign to reach a highly desirable audience of employed consumers with strong purchasing power close to point of purchase

- 47% of Captivate viewers shop during the workday

Results

Captivate custom research measured campaign results during the 7th week of the campaign which revealed the following insights:

- Strong Ad Recall
 - All Viewers – 45% Recall
 - Currently have a credit card from the advertised brand – 58% Recall
- Strong consideration
 - 30% of Captivate Viewers that owned a credit card from the advertised brand now considered getting the advertised credit card
 - 15% of Captivate Viewers that did NOT own a credit card from the advertised brand now considered getting the advertised credit card

Case Study



15% of Captivate Viewers that did NOT own a credit card from the advertised brand are now considering getting the advertised credit card

